Preparing a TORFP Proposal

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Agenda

- Basic Guidelines for Technical Proposals
- Clarification
- Scope of Work
- References
- Quality Assurance
- Oral Presentations
- Q&A

Basic Guidelines for Technical Proposals

First Impressions are Critical!

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Basic Guidelines for Technical Proposals (cont.)

Always be on time!

Basic Guidelines for Technical Proposals (cont.)

- **Read the entire TORFP**
- **Understand the Scope of Work**
- **Do your research on the requesting agency**

Basic Guidelines for Technical Proposals (cont.)

- **Clarify Roles & Responsibilities**
  - Verify staff capabilities and responsibilities
  - Verify subs capabilities and assign responsibilities
  - Connect capabilities with the project requirements
- **Follow Instructions Carefully**
  - Answer the questions
  - Respond accurately
  - Complete all required paperwork

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Clarification

- Attend pre-bid conferences or on-site visits
- Ask Questions
- Review amendments
- Ask more questions

Contrary to popular belief, we can not read your mind!

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Scope of Work

- **Layout is important**
  - Use a Format that is easy to read and understand
  - Reference tables accurately
- **Read and understand all requirements**

Scope of Work (cont.)

- **Templates**
  - Make accurate modifications
  - Use only content related to requirement
- **Grammar & Spelling**

Scope of Work (cont.)

- Clearly demonstrate and summarize how you can meet the requirements
  - **DO NOT REPEAT REQUIREMENTS, reference them**

- Be creative
  - Recommend options or additional approaches but ensure they meet the basic requirements
  - Offer alternative solutions only when allowed by the TORFP

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Scope of Work (cont.)

- *Take the opportunity to sell your company and your staff's expertise*

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References

- **Select references for similar projects**
- **Confirm contact information**
  - Inaccurate information delays the award process
- **Call your references**
  - Confirm their willingness to provide information

Quality Assurance

- **Read your proposal**
- **Edit your proposal**
- **Have a colleague read your proposal**
- **Edit your proposal again**
- **Check spelling and grammar**
- **Submit proposal**

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Oral Presentations

- **KNOW YOUR PROPOSAL**
- Don't assume evaluator's understand your proposal
- Don't assume evaluator's are familiar with your company
- Sell your company but leave the marketing materials at the office

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Basic Guidelines for Technical Proposals

Final Review

    1) Read

    2) Comprehend

    3) Respond completely and sensibly

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QUESTIONS?

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